

Frontier Culture Museum Board of Trustees
Executive Committee
Draft Minutes
March 30, 2022 9:30 a.m.

Members Attending:

Ron Capps, Cliff Garstang, Emmett Hanger, Peggy Sheets, Paul Vames, Kenneth Venable

Members Absent:

Ned Ruby, Bill Sibert, Emmett Toms,

Guests Attending:

Glenda Western

Staff Attending:

Megan Newman, Lydia Volskis, Eric Bryan, Cliff Edwards, Davis Tierney

I. Call to Order and Welcome

Board and Committee Chair Peggy Sheets called the meeting to order at 9 a.m.

II. Approval of January and February 2022 Minutes

Mrs. Sheets called for a motion that the Committee approve the January 2022 minutes. Mr. Garstang moved that the minutes be approved as presented. The motion was seconded by Mr. Venable, there was no discussion and the motion passed unanimously. Mrs. Sheets called for a motion that the Committee approve the February 2022 minutes. Mr. Capps moved that the minutes be approved as presented, the motion was seconded by Mr. Garstang, there was no discussion and the motion passed unanimously.

III. Museum Update

Dr. Megan Newman

Dr. Newman reported that the Museum is in discussions with CISA (Council of Igbo States in America) about their having their conference at the Museum again this summer, after a hiatus of two years due to covid. She continued that the Bike Virginia event which had been slated for June has been cancelled, but that they may choose to hold the event in the area in the future.

She continued that there was an “all hands” meeting for staff and volunteers earlier this month. It was nice to see everyone after such a long period of uncertainty. She reported that the Museum’s senior management team recently participated in several training sessions offered by the Department of Human Resource Management.

Dr. Newman also said that she had recently had several opportunities to speak to community groups on the Museum and its plans.

A. Finance Report

Ms. Susan Grable

Finance Director Susan Grable reported that the Museum is maintaining the revenue in the special revenue fund, and that the general fund is well positioned for this point in the fiscal year. She said that we have received income from both the Maple Festival fudge sales and early summer camp reservations. She stated that she is hopeful that the state budget will include the Museum's various requests. Dr. Newman thanked Ms. Grable for her work on this year's budget and requests.

Dr. Newman showed the group Mrs. Sheets; award from the Virginia Association of Museums. She received the Ann Brownson award for her work to support Virginia Museums over many years.

She continued that she and Mrs. Sheets participated in a zoom call with the new Secretary of Education and Deputy Secretary, and noted that many other museums and agencies have similar questions and concerns to ours.

Dr. Newman also said that the Virginia Museum of Fine Arts Artmobile will be here at the Museum for Memorial Day.

B. Marketing Report

Dr. Megan Newman

Dr. Newman reviewed the Strategic Plan and described the three major goals for the agency. She said that Ms. Grable is working on the current ARMICS report, some of which will "dovetail" with the strategic plan.

She shared the new logo proposal and asked the Committee for approval to send the plan to the full Board in April. She said that a number of variables were taken into consideration, and that there are several board members with significant marketing experience who have had input. Mr. Vames asked why we will change the logo now, and Dr. Newman said that it's a good time as the Foundation will soon enter a capital campaign and it would be nice to have the new logo in place for that. Ms. Western showed an example of the new logo on a beautiful tote bag which will be used for the May Day picnic basket at the Foundation fundraiser.

Dr. Newman said that new Marketing Director Alex has been reaching out to radio stations, print media and travel writers to promote the Museum.

Mr. Garstang made a motion that the Committee accept the Strategic Plan and send it to the full Board for review. The motion was seconded by Mr. Capps, there was no discussion and the motion passed unanimously.

Mr. Capps made a motion that the logo be sent to the full Board for their approval. The motion was seconded by Mr. Venable, there was no discussion and the motion passed with five "ayes" and one non-voting.

C. Education Report

Mr. Andrew Richardson

Andrew reports that the Museum presented a large number of outreach programs in February, and that we will soon pass the number presented last year. There are about 5,000 scheduled to visit between now and the end of June and reservations are still coming in. The Museum will host non-fiction nights – now named “Adventures at the Museum” - for the Staunton, Waynesboro and Augusta County Schools on April 19, 20 and 21 from 5-7 each evening.

He continued that the younger student summer camp is 50% sold so far and that the older camp is a little less. We are close to filling all of the camp counselor positions (8), and he is working on the camp scholarship program for this year.

Mr. Richardson reported that the Exhibits and Programs Committee met recently and will have a report at the Board meeting in April. He said that at least one school group has cancelled due to gas prices, but noted that for the scholarship schools, a bus company in Winchester is offering discounts to schools. Home School Days will be this Thursday and Friday.

D. Interpretation Report

Mr. Davis Tierney

Director of Interpretation Davis Tierney reported that we have returned to living history from the winter tours model and that several new volunteers have been trained. He finished writing the draft of the Crossing Gallery prospectus, and is prepping for this weekend French and Indian War weekend. He will do a radio interview to promote the Museum’s upcoming programs. Twin lambs were born last night and the cow is expecting a calf soon. The Museum recently hosted its first in-person lecture series and will soon promote upcoming lectures. Interpretive staff have recently collaborated with staff from other Museums on various projects.

E. Operations/Facilities Report

Mr. Cliff Edwards

Cliff Edwards reported that he is working on the West African site plans and administration building renovation projects. He said he will soon have a layout of the West African site for review. He has signed a contract for the enhanced site security systems, and the new interpretive signs are in place. He will soon put the new fleet of golf carts out to bid, and is working to place other items on surplus. He continued that the Augusta Woods sign will be up soon, and that the DeVaris sign which has been in an awkward place in the middle of the traffic circle median will be moved.

F. Crossing Gallery Report

Mrs. Peggy Sheets

Mrs. Sheets reported that staff are working on a prospectus outlining the content of the Crossing Gallery and that Ann Rogan and Eric Bryan are working on the National Endowment for the humanities grant. Dr. Newman said that the various state offices we have worked with on the

Crossing Gallery project have been extremely helpful, and Mr. Edwards said that hiring the Department of General Services as our project manager was a very good decision.

IV. Foundation Report

Foundation Representative

Foundation representative Glenda Western reported that the Foundation has raised \$70,000 of its \$75,000 Annual Fund goal, and still has until June 30th to raise the rest. The Foundation has raised \$60,000 for the Trailblazers Fund to support field trips, and have approved \$15,000 of additional funding this year. Next year they have raised their Trailblazers goal to \$90,000. They are awaiting news of one outstanding grant from the Community Foundation for summer camp support.

She showed the sample picnic tote with the Museum's proposed new logo, and described the May Day picnic fundraiser. She also said that there will be a fundraiser for the Museum at the pavilion on August 13, which will focus on the Cochran's contributions to the Museum over the years.

Mrs. Western continued that Museum Finance director Susan Grable is helping new and returning Foundation Board Members understand how the state's finances include the Foundation's gifts. She said that there is a contract for the Dices property, with details to come soon. Mrs. Sheets promoted the idea of summer camp scholarship contributions.

V. Old Business

Mrs. Sheets

B. Crossing Gallery Prospectus

Mr. Davis Tierney

Mr. Tierney reviewed the Crossing Gallery prospectus, noting that there is an executive summary, the body of the document and a map. The document give some background and then some details about various sections of the gallery. Dr. Newman said that this document is a starting template to build the information which will be included in the gallery.

Senator Hanger asked if we will collaborate with other agencies on the 250th anniversary – Dr. Newman said that we have already made contact with the person in charge, who is lodged at Jamestown Yorktown Foundation, and they were excited to have us act as a hub for activities in the Western part of the state. Senator Hanger said that there are funds in the budget to support other state agencies who assist with the project in addition to JYF. Mr. Tierney added that we are prepared to do living history programs on this time period as well.

Mrs. Sheets said that she and Ms. Volskis are working with Senator Hanger's office as the new administration will soon be making Board appointments. She said that Trustees Member Dr. Eric Bond received an award as the Area 5 School Superintendent of the Year. She said that the various subcommittee meetings are going well prior to the Board meeting. Dr. Newman said that the new Secretary of Education asked for names of Museum staff who could participate in the SOL state Committee; they want to have a broad representation including Museums, not just K-12 educators.

She said that Andrew Richardson has participated in this committee before and that she has chosen Alex Tillen, longtime interpreter as out nominee for the newly reconstituted committee.

VI. New Business

Mrs. Sheets

A. Closed Session

At 10:20 a.m. Mr. Garstang said

I move that the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia enter closed session for:

- 1. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community, pursuant to the exemption in Virginia Code § 2.2-3711(A)(5), and related to the potential sale or lease of real property conveyed by the Museum to the American Frontier Culture Foundation.*

The motion was seconded by Mr. Vames, there was no discussion and the motion passed unanimously. All staff left the room.

At 10:35 Mr. Garstang said:

I move that the Board enter open session.

The motion was seconded by Mr. Capps, there was no discussion and the motion passed unanimously.

Mr. Garstang said:

Whereas, the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia convened in closed meeting on March 30, 2022 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act;

NOW BE IT RESOLVED, in accordance with Virginia Code § 2.2-3712, that the Executive Committee of the Board of Trustees of the Frontier Culture Museum hereby certifies that, to the best of each member's knowledge:

- (1) only public business matters lawfully exempted from open meeting requirements under Virginia law, and*
- (2) only such public business matters as were identified in the motion by which the closed meeting was convened*

were heard, discussed, or considered in the closed meeting of the Board of Trustees of the Frontier Culture Museum of Virginia.

The motion was seconded by Mr. Venable, and each attendee verbally certified that no other matters had been discussed.

VII. Next Meeting Date

Mrs. Sheets

The next meeting date is set for Wednesday May 25th, 2022

VIII. Adjournment

Mrs. Sheets

The meeting adjourned at 10:40 a.m.